

ABSTRACT OF THE DISCLOSURE

A method for selling a product and all phases of service and support to a customer for optimal use of the product includes customizing a product for a surgical allograft procedure to be performed and providing the customized product and services as an integrated turnkey package to a medical provider. The products include bone and soft tissue allografts for all types of orthopedic reconstructive procedures and a loan of the associated instrumentation. The service portion of the package includes training support on use of the instruments, training of operating room personnel, technical and customer support both before the performance of the procedure and on-site support. After completion of the surgical procedure, the service provider arranges for the return of the loaned instrumentation.